Big Soda’s Spending Spree to Fight Public Health Measures

Closing in on $100 Million

Since 2009 when policymakers began seriously considering soda taxes at the federal, state and local levels, Big Soda has written blank checks to oppose them, as well as other public health measures such as warning labels.

No Limit to the Spending to Fight Soda Taxes in 2016

Big Soda’s spending to oppose communities’ efforts to protect their health has gone off the charts in 2016, reaching $39 million. With a week to go before voters speak on November 8 in Albany, Oakland and San Francisco in California and in Boulder, Colorado, Big Soda is trying to drown out the communities’ voices with misleading mailers and advertising. Having already lost in the Philadelphia City Council, the industry is now challenging that city’s sugar-drink tax in court. Here’s how industry has spent its money.

Updated Topline Total for 2009-2016

(OPPONENTS OF SODA TAXES)

<table>
<thead>
<tr>
<th>State</th>
<th>2009-2016 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco, CA</td>
<td>$93,364,027</td>
</tr>
<tr>
<td>Oakland, CA</td>
<td>$6,695,543</td>
</tr>
<tr>
<td>Albany, CA</td>
<td>$7,200</td>
</tr>
<tr>
<td>Boulder, CO</td>
<td>$71,712</td>
</tr>
<tr>
<td>Philadelphia, PA</td>
<td>$10,096,461</td>
</tr>
</tbody>
</table>

Breakdown of expenditures in opponents.

San Francisco, CA

$7,698,016 paid advertising

Oakland, CA

$2,960,036 paid advertising

Albany, CA

$5,200 paid advertising

Boulder, CO

$67,515 paid advertising

Philadelphia, PA

$10,909,461 paid advertising of any kind

Breakdown of expenditures in opponents:

**San Francisco, CA**

- $14,117,769 paid advertising
- $11,934,188 radio, tv, & print ads
- $33,500 radio
- $1,698,016 mailers
- $453,953 print
- $1,696,128 digital
- $695,543 direct lobbying of city officials

**Oakland, CA**

- $2,960,036 paid advertising
- $855,463 digital
- $161,964 print
- $1,942,609 tv
- $4,200 mailers

**Albany, CA**

- $57,469 paid advertising
- $48,069 tv
- $9,400 digital

**Boulder, CO**

- $67,515 paid advertising
- $30,000 tv
- $13,559 digital
- $23,956 print

**Philadelphia, PA**

- $10,890,461 paid advertising of any kind
- $296,682 direct lobbying of city officials
- $11,186,278 radio, tv, & print ads
- $71,712 tv
- $7,470,184 mailers